Complete Google Ads Master Course (2026)

Ye course hum practical ke saath karenge. Har lesson ke baad laptop par practice bhi karoge.

Module 1 – Google Ads Foundation (Basic)

Lesson 1.1 – Google Ads Kya Hai?

Google Ads ek online advertising platform hai jahan businesses paise dekar apne products ya services Google aur uske partner websites par dikhate hain.

Simple example:

Tum India me ho aur USA me ek water bottle Amazon par sell kar rahe ho.

Jab koi America me search kare:

- Best insulated water bottle
- Stainless steel bottle
- Sports bottle

To tumhari ad search results ke top par aa sakti hai.

Uske baad customer:

- Amazon listing par jayega
- Ya tumhari website par
- Ya phone karega
- Ya form fill karega

Isi process ko Google Ads kehte hain.

Google Ads Kaise Kaam Karta Hai?

Flow samjho:

Customer Search

↓

Google Search

↓

Google Ads Auction

↓

Winning Ads

↓

Customer Click

↓

Website/Amazon

↓

Purchase

Har baar jab koi search karta hai to Google ek mini auction chalata hai.

Sirf highest bid wala nahi jeetta.

Google Quality Score bhi dekhta hai.

Google Paisa Kis Baat Ka Leta Hai?

Mostly

PPC

Pay Per Click

Matlab

Ad dikhi

No Charge

Ad click hui

Charge

Example

1000 logon ne ad dekhi

Sirf 20 ne click kiya

Google sirf un 20 clicks ka paisa lega.

Google Ads Kahan Dikhte Hain?

1. Search Ads

Sabse popular.

Example

best laptop

Top me Sponsored results aate hain.

Ye Google Search Ads hain.

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2. Shopping Ads

Product Image

Price

Store Name

Rating

Amazon sellers ke liye sabse important.

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3. Display Ads

Ye banners hote hain.

News websites

Blogs

Apps

Games

Har jagah.

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4. Video Ads

YouTube videos ke beech.

Skip wale ads.

Non Skip ads.

Shorts ads.

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5. Performance Max

Google AI khud decide karta hai.

Ad chalegi:

- Search

- YouTube
- Gmail
- Maps
- Display
- Discover

Sab jagah.

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6. App Ads

Mobile app install karane ke liye.

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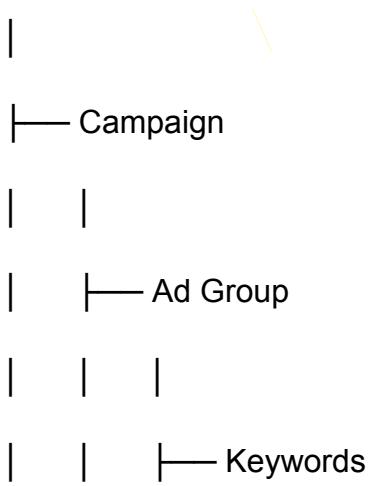
7. Demand Gen Ads

Brand awareness aur product discovery ke liye.

Google Ads Account Structure

Ye bahut important interview question bhi hai.

Google Ads Account



│ │ ├── Ads

│ │

│ ├── Ad Group

│

├── Campaign

Example

Account

↓

Campaign

Water Bottles

↓

Ad Group

Sports Bottle

↓

Keywords

- Sports Bottle
- Gym Bottle
- Steel Bottle

↓

Ads

Headline

Description

Final URL

Important Terms

Campaign

Sabse bada level.

Yahin budget set hota hai.

Example

Daily Budget

$50

Ad Group

Campaign ke andar related products.

Example

Campaign

Shoes

Ad Group 1

Running Shoes

Ad Group 2

Formal Shoes

Keyword

Customer kya search karega.

Example

buy running shoes

nike shoes

best shoes

Ad

Jo Google par dikhegi.

Example

Headline

Buy Premium Water Bottles

Description

Free Shipping Across USA

Landing Page

Click karne ke baad customer jahan jata hai.

Ye ho sakti hai

Amazon Listing

Ya

Website

Landing page achhi hogi to conversion badhega.

Google Ads Auction Kaise Jeeti Jati Hai?

Teen cheezein important hain:

1. Bid (Kitna pay karne ko ready ho)
2. Quality Score
3. Ad Rank

Quality Score

Google 3 cheeze dekhta hai:

- Expected CTR
- Ad Relevance
- Landing Page Experience

Higher Quality Score = kam cost me achhi position.

Match Types

Broad Match

Keyword

running shoes

Google similar searches bhi match karega.

Phrase Match

"running shoes"

Is phrase ke saath close searches.

Exact Match

[running shoes]

Sirf bahut close searches.

Keyword Intent

High Buying Intent

- Buy
- Order
- Best Price
- Near Me
- Discount

Research Intent

- What is
- How to
- Guide

Commercial Intent

- Best
- Review
- Comparison

Bidding

Google automatically ya manually bid karta hai.

Popular strategies:

- Maximize Clicks
- Maximize Conversions
- Target CPA
- Target ROAS
- Manual CPC

Google Ads Ke Benefits

- Instant Traffic
- Fast Sales
- Targeted Audience
- Budget Control
- Analytics
- ROI Tracking
- Remarketing

Real Example (Amazon Seller)

Tum USA me ye product sell kar rahe ho:

- Stainless Steel Bottle

Customer search karta hai:

"Best stainless steel water bottle"

Google ad dikhata hai.

Customer click karta hai.

Amazon listing open hoti hai.

Order place hota hai.

Tum sale kama lete ho.

Laptop Practical (Aaj Ka Homework)

Step 1

Google me search karo:

Google Ads

Step 2

Official website kholo.

Step 3

Google Ads dashboard aur uske sections ko observe karo (abhi campaign banana zaroori nahi).

Step 4

Notebook ya Excel me ye terms likho aur unka meaning yaad karo:

- Campaign
- Ad Group
- Keyword
- Ad
- CPC
- CTR
- Conversion
- Landing Page
- Quality Score
- Bid Strategy

Step 5

Google par in searches ko karke dekho aur note karo kaunsi ads top me aati hain:

- running shoes
- water bottle
- laptop
- travel insurance
- hotel in New York

Har search me dekho:

- Kaun si listings "Sponsored" hain.
- Headlines kaise likhe gaye hain.
- Descriptions me kya offer diya gaya hai.

- Kya sitelinks, callouts ya phone number dikh raha hai.

Aaj Ka Revision

Aaj tumne sikha:

- ✅ Google Ads kya hai
- ✅ PPC (Pay Per Click)
- ✅ Google Ads ka workflow
- ✅ Search, Shopping, Display, Video, Performance Max, Demand Gen ads
- ✅ Account Structure
- ✅ Campaign, Ad Group, Keywords
- ✅ Quality Score
- ✅ Match Types
- ✅ Bidding Strategies
- ✅ Practical observation

Agla Lesson (Lesson 1.2)

Hum **Google Ads Dashboard** ko detail me padhenge:

- Google Ads account kaise create karte hain
- Expert Mode kya hota hai
- Dashboard ka har button aur menu
- Billing setup
- Campaign create karne se pehle ki settings
- Laptop par step-by-step practical exercise

Is tarah hum basic se lekar advanced level tak chalenge, aur akhir me tum khud USA market ke liye profitable Google Ads campaigns bana aur optimize kar paoge.